

The Wilderness Society

729 FIFTEENTH ST., N. W.

WASHINGTON, D. C. 20005



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Washington, D. C. 20005





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WASHINGTON, D. C. 20005

AMERICA'S WILDERNESS BELONGS TO YOU...

...the lofty mountains, the vast carpets of forest which cover their slopes and the valleys between them, the white water of rushing streams, the waterfalls, the placid lakes and ponds...all form a part of our Nation's wilderness heritage in which you share.

Wilderness is still to be found in America, even after more than three and a half centuries of exploitation. The Wilderness Act, recently signed by the President, assures us that we shall continue to have some of it - some samples of our original land, where forests remain uncut, streams undammed and unpolluted, the earth free of the pock marks of mining, the mountain meadows ungrazed except by the wild animals native to them. But short-sighted interests are at work, threatening the diminishing areas, even those which have been set aside already for preservation.

Enduring protection under the Wilderness Act for wild lands requires a continuing vigilance and tireless effort by those who see the vital urgency of preserving these irreplaceable areas. It is in this role that The Wilderness Society seeks to do its work.

The Society was established in 1935. It exists so that all of us may work together effectively to protect our wild lands. The Society receives no governmental support and depends for the continuance of its work on contributions and membership dues. We need your help!

Your membership will contribute to the preservation of our wilderness lands for the generations to come. As a member of The Wilderness Society, you will receive regular mailings about important wilderness issues and other conservation matters. The Society's quarterly magazine, THE LIVING WILDERNESS, an informative and interesting publication, is sent to all members.

Please join with us and with people throughout our land in the fight to save the precious remnants of America's wild lands.

MEMBERSHIP DUES

Regular Member \$5, Contributing Member \$10, Sustaining Member \$15, Supporting Member \$25, Life Member \$100. All members receive THE LIVING WILDERNESS. The choice of membership is offered only to provide you with the opportunity of contributing to our work to the degree you may wish. (Special subscription rate of \$3.00 for schools, libraries, and students only.)

Sincerely yours,

Stewart M. Brandborg
Stewart M. Brandborg
Executive Director

See Other Side
For Your Membership Application

MEMBERSHIP APPLICATION

I wish to support the work of THE WILDERNESS SOCIETY as a Member. I would like to join as a:

Member at \$5.00 a year ☐ Sustaining Member at \$15.00 a year ... ☐
Contributing Member at \$10.00 a year ... ☐ Supporting Member at \$25.00 a year ... ☐
LIFE MEMBER AT \$100.00 (NO FURTHER DUES) ☐
Special Rate of \$3.00 a year for schools, libraries, and Student Members ☐

I enclose \$_____ for my annual dues (of this amount two dollars are for a year's subscription to THE LIVING WILDERNESS, sent quarterly to all members).

NAME _____
(PLEASE PRINT)

ADDRESS _____

CITY OR TOWN _____ STATE _____ ZIP CODE _____

SIGNATURE

GIFT MEMBERSHIP APPLICATION

Please send gift memberships in THE WILDERNESS SOCIETY to:

NAME _____
(PLEASE PRINT)

ADDRESS _____

CITY OR TOWN _____ STATE _____ ZIP CODE _____

PLEASE SIGN GIFT CARD AS FOLLOWS: _____

TYPE OF MEMBERSHIP: Regular ☐ Contributing ☐ Sustaining ☐ Supporting ☐ Life ☐

NAME _____
(PLEASE PRINT)

ADDRESS _____

CITY OR TOWN _____ STATE _____ ZIP CODE _____

PLEASE SIGN GIFT CARD AS FOLLOWS: _____

TYPE OF MEMBERSHIP: Regular ☐ Contributing ☐ Sustaining ☐ Supporting ☐ Life ☐

I enclose \$_____ for the gift memberships listed above.

Instead of becoming a member, I wish to support the work of THE WILDERNESS SOCIETY as a SPECIAL CONTRIBUTOR.

I enclose \$_____ to advance the wilderness preservation work of THE WILDERNESS SOCIETY. (As a special contributor, I shall not receive the Society's quarterly magazine, THE LIVING WILDERNESS, unless I also requested membership above.)

NAME _____
(PLEASE PRINT)

ADDRESS _____

CITY OR TOWN _____ STATE _____ ZIP CODE _____

YOUR CONTRIBUTIONS ARE DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES.
THE WILDERNESS SOCIETY IS REGISTERED UNDER THE DISTRICT OF COLUMBIA
CHARITABLE REGISTRATION ACT. CERTIFICATE 6-07-379.

With your membership you receive . . .



. . . quarterly issues of *THE LIVING WILDERNESS* magazine which is sent to all members of the Society. The magazine features articles of lasting interest about wilderness, written by people who have known first hand the experience of wilderness living. *THE LIVING WILDERNESS* represents one of our prime educational tools in alerting our membership to the great need for dynamic action, if we are to save the precious remnants of wild land in America.

. . . educational materials. Each year The Wilderness Society distributes to interested individuals, including teachers, schools, libraries, and other public institutions, several thousand information booklets, study guides and aids clarifying wilderness preservation needs. These and special educational items are available to Society members.

Gift memberships in the Society . . .

. . . bring hours of interesting informative reading to family, friends, and business acquaintances.

Many times throughout the year your friends will remember your thoughtfulness. We will notify the recipients of your gift by sending a special gift announcement in your name . . . and a membership card in theirs. Gift memberships may be given at the usual rates, and any type of membership may be selected.

YOUR MEMBERSHIP APPLICATION APPEARS ON THE REVERSE SIDE OF THE ENCLOSED LETTER. PLEASE BE SURE YOUR ADDRESS IS SHOWN.

Wilderness because . . .



"The status we give our wilderness and near-wilderness areas will also measure the degree of reverence for the land. . . . A wilderness system will offer man what many consider the supreme human experience. It will also provide watershed protection, a near-perfect wildlife habitat, and an unmatched science laboratory where we can measure the world in its natural balance against the world in its man-made imbalance. . . The Wilderness Society has helped to keep alive the public interest in the wilderness values emphasized by John Muir."—**Stewart L. Udall**, Secretary of the Interior, in *THE QUIET CRISIS* (Holt, Rinehart & Winston, New York, 1963).



"Those of us who may visit within the wilderness and who are able to rest and be restored in our peace of mind and body by the quiet that it will always possess have nonetheless an obligation to see that the work of one generation shall not be sacrificed by those that come after . . . We, too, can preserve the wilderness."—**Clinton P. Anderson**, U.S. Senator, in *THE LIVING WILDERNESS*.



"We want to preserve our remaining wild areas. We want them not only as examples of our once unbroken wilderness. We want them because we are an outdoor people. We want to know that there always will be parks and forests and fishing streams and hunting grounds for Americans to enjoy . . . as these privileges become less plentiful, we suddenly realize that we want them very much. . . The wilderness that we wish to preserve we must deliberately so designate."—**John P. Saylor**, U.S. Representative, in *THE LIVING WILDERNESS*.



"My reasons for joining in the wilderness preservation cause are, fundamentally, that I am moved by a tremendous admiration for our unspoiled areas. I find that I am deeply moved as soon as I get within the wilderness of a National Park or a National Forest."—**Alfred A. Knopf**, noted publisher; member of The Wilderness Society; formerly Chairman, Advisory Board on National Parks, Historic Sites, Buildings and Monuments.



WHY WILDERNESS?

THE WILDERNESS SOCIETY
729 Fifteenth St., N.W., Washington, D. C. 20005

... ABOUT THE WILDERNESS SOCIETY—

WHAT IS WILDERNESS?

In nearly every area of 20th century living, man and his work dominate the landscape. In contrast, wilderness is recognized as an area where the earth and its community of life are untrammelled by man, where man himself is a visitor who does not remain.

WHAT IS THE WILDERNESS SOCIETY?

The Wilderness Society is a private and independent national conservation organization. Founded in 1935, it was incorporated in 1937 under the laws of the District of Columbia. Although the Society is not directly affiliated with any other group, we join with other organizations in co-operating for the conservation of all of our natural resources.

Our by-laws state: "This Society shall be composed of individuals who feel that the entire nation and they themselves are losing something of value when a highway is built in a wilderness, when a primeval forest is logged, when airplanes bring the noise of urban life into a wilderness and destroy the charm of remoteness, or when mechanical civilization encroaches in any way on the last remnants of wildness left for themselves and their posterity. The Society shall be composed of individuals who want to do something to forestall this destruction of the remaining wilderness."

WHAT IS THE PURPOSE OF THE WILDERNESS SOCIETY?

The Society was established in 1935 with the following purposes:

- to secure the preservation of wilderness.
- to carry on an educational program concerning the value of wilderness and how it may best be used and preserved in the public interest.
- to make and encourage scientific studies concerning wilderness as a part of the essential conservation of soil, water, forest, and wildlife.
- to mobilize cooperation in resisting the invasion of wilderness.

WHAT ARE THE ACTIVITIES OF THE WILDERNESS SOCIETY?

The Society publishes *THE LIVING WILDERNESS*, a quarterly magazine, featuring articles of lasting interest about wilderness, written by people who know and love wilderness. The Society makes investigations of wilderness areas and problems, and brings such matters to the attention of those concerned with public land policies.

WHAT IS THE "A WAY TO THE WILDERNESS" PROGRAM?

This is a not-for-profit program through which the Society offers its members and the public the opportunity to visit and learn about wilderness first hand. A series of vacation trips—both horseback and walking—are offered each year into some of the Nation's most interesting wilderness areas. You are invited to write for the free trip brochure for the coming season.

HOW IS THE SOCIETY SUPPORTED?

The Wilderness Society is supported by membership dues, contributions, and bequests from those who feel that the unspoiled wilderness must be preserved for the generations that follow. Types of membership are:

Regular	\$ 5	Sustaining	\$15
Contributing	\$10	Supporting	\$25
Life Member	\$100		

A special membership rate of \$3.00 is available for schools, libraries, and students.

Contributions, donations, and a portion of the membership dues are deductible for income tax purposes.

HOW IS THE SOCIETY GOVERNED?

The constitution and by-laws of The Wilderness Society stipulate that the administration of the affairs and funds of the Society shall be vested in a Council of 15 persons, serving without salary. Present members are:

Harvey Broome, Knoxville, Tennessee, President; Sigurd F. Olson, Ely, Minnesota, Vice President; Ernest S. Griffith, Washington, D.C., Treasurer; Stewart M. Brandborg, Silver Spring, Maryland; Robert F. Cooney, Helena, Montana; Edward H. Hilliard, Jr., Denver, Colorado; Richard M. Leonard, San Francisco, California; George Marshall, Los Angeles, California; James Marshall, New York, N.Y.; John B. Oakes, New York, N.Y.; Ernest C. Oberholtzer, Ranier, Minnesota; Paul H. Oehser, McLean, Virginia; John Osseward, Seattle, Washington, and Theodor R. Swem, Annandale, Virginia.

WHAT IS THE NEW NATIONAL POLICY ON WILDERNESS?

The Wilderness Act of September 3, 1964, provides a national policy for wilderness preservation and establishes a National Wilderness Preservation System in which the American people, through the Congress, can make secure for present and future generations the benefits of an

enduring resource of wilderness. It provides for public participation in hearings and review of proposals for additions to the National Wilderness Preservation System.

DOESN'T THE WILDERNESS ACT TAKE CARE OF THE JOB?

No! The enactment of this important legislation represents not an end in itself, but an important first step, a beginning in the effort to provide enduring protection under the "law of the land" for our wild areas. Less than 20 per cent of our Nation's remaining wilderness was placed in the National Wilderness Preservation System by the Wilderness Act. The larger part of our wilderness areas—over 100 units representing some 40-45 million acres—will be reviewed for possible placement in the System. Protection for each one of these areas by addition to the System must be approved by Congress through the passage of authorizing bills. This places a heavy burden upon citizen conservationists and The Wilderness Society who must alert the people of this country to the urgent need for protecting these wild areas.

HOW WILL THE WILDERNESS SOCIETY HELP WITH THE JOB AHEAD?

- Assist local citizen groups and conservation leaders in the study of wilderness within our National Parks and Monuments, Wildlife Refuges and Ranges, and National Forest Primitive Areas.
- Develop sound proposals for adding these areas to the National Wilderness Preservation System.
- Work directly with leaders at state and local levels and provide guide materials to assist them in acquainting the public with the need for protecting these wilderness lands.

YOUR STAKE IN WILDERNESS PRESERVATION—

The accomplishments and contributions of individual citizens have been the sustaining force of the conservation movement in America. By membership in national organizations, day-to-day participation in state and local groups, and by becoming a practicing citizen conservationist, the individual plays a vital role in ensuring protection for irreplaceable resources. Wilderness is one of the most fragile of these. **Once it is gone, it can never be brought back!**